

Table A-8. Broadcasting Services (SIC 483) — Estimated Coefficients of Variation for Operating Revenue and Expenses for Taxable Firms, by Kind of Business: 1994 and 1995

Item	Total broadcasting (SIC 483)			Radio (SIC 4832)			Television (SIC 4833)		
	Dollar volume		Year-to-year ratio 1995/1994	Dollar volume		Year-to-year ratio 1995/1994	Dollar volume		Year-to-year ratio 1995/1994
	1995	1994		1995	1994		1995	1994	
Operating Revenue									
Total	2.2	2.1	0.9	4.4	4.0	2.3	2.5	2.4	0.9
Station time sales	2.9	2.9	1.2	4.7	4.2	2.5	3.7	3.8	1.2
Network compensation	5.6	6.1	2.0	7.2	8.2	3.9	6.6	7.5	2.4
National/regional advertising	3.4	3.2	1.7	8.4	5.8	5.1	3.7	3.7	1.5
Local advertising	2.7	2.9	1.1	3.8	3.9	1.8	3.8	4.1	1.2
Network time sales	0.3	0.1	0.2	0.8	0.8	1.2	0.3	0.1	0.3
Other operating revenue	5.9	5.8	4.4	9.8	9.2	4.1	7.1	7.0	5.6
Operating Expenses									
Total	2.1	2.0	1.0	5.0	4.5	2.5	2.2	2.2	0.9
Annual payroll	2.8	2.5	1.1	4.6	4.1	2.2	3.6	3.2	1.2
Employer contributions to Social Security and other supplemental benefits	3.1	2.6	1.7	4.2	4.1	2.8	4.1	3.3	2.2
Broadcast rights	1.3	1.5	0.8	10.5	10.6	4.3	1.3	1.6	0.8
Music license fees	3.0	2.9	1.6	5.1	4.1	2.9	3.3	4.0	1.6
Depreciation	3.4	3.1	3.0	6.8	6.1	6.3	3.7	3.2	2.9
Lease and rental	3.6	3.5	2.9	7.3	7.0	6.2	2.1	2.2	0.9
Purchased repairs	2.4	3.5	2.7	5.1	4.3	5.2	2.5	4.7	3.1
Insurance	3.8	3.1	2.6	6.3	4.9	5.1	4.7	4.1	2.2
Telephone and other purchased communication services	3.3	2.9	1.8	5.9	4.8	3.4	3.3	3.2	1.3
Purchased utilities	3.0	3.0	1.6	6.0	5.3	2.7	2.9	3.6	2.0
Purchased advertising	2.2	2.1	1.4	5.3	4.9	3.1	1.3	1.6	1.3
Taxes	6.2	3.5	6.4	6.3	7.0	6.9	9.3	3.7	9.6
Other operating expenses	3.1	2.9	1.5	6.4	5.8	3.0	3.3	3.1	1.6